

## ABSTRACT

A method is described herein for imprinting an image on a soft surface typically embodied in a consumer article. The image is formed using an ink compound comprising ink and aromatic polyisocyanates, to provide improved attachment of the image to the surface using the 5 method described herein. For imprinting a single-color image on a surface, the method typically includes providing the image on heat transfer paper, applying powder to the image, applying heat to the heat transfer paper after applying the powder, positioning the heat transfer paper with the image thereon against the surface, applying heat and pressure to the heat transfer paper against the surface to cause the heat transfer paper with the image thereon to attach to the surface, 10 removing the heat transfer paper from the surface such that the image remains on the surface, and applying heat to the surface after removing the heat transfer paper from the surface. For imprinting a multi-color image on the surface, the heat transfer paper is preheated prior to forming any image thereon. Further, each color is applied separately, and the heat transfer paper is heated after application of each color. The powder is applied only after all colors have been applied to the heat transfer paper to form the multi-color image.

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